

MILIND K. REGE

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MAHARASHTRA, INDIA.

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CAREER SUMMARY: -

An accomplished professional with 35 years of significant experience acquired over the years in Tractor Industries, Related Attachments, Agri Implements & Machineries and Construction Equipment with various functional area of –

➤ Commercial Experience – 18 yrs.

Sales & Marketing includes Dealer Network Development, Product Trainer for Sales & Service Personal.

➤ Engineering Experience - 17 yrs. 7 months

Research & Development includes New Product Design, Development & Analysis, Operations includes Production Planning, Cost Re-Engineering, Purchase Planning for Production

SKILLS & OBJECTIVE: -

- To build a career in a professional managed organization where I can work in team and contribute to the organization through my sincere endeavors.
- Self-motivated, hardworking and goal-oriented individual with a high degree of flexibility, creativity, resourcefulness, commitment and optimism.
- Well-developed communication & presentation skills with the ability to perform above expectations.
- Believe in team performance rather than individual.
- Innate sense of task prioritization, managerial aptitude and result oriented attitude towards accelerating organizational growth and that to in a high pressured, time bound and competitive environment.
- Consistently proven my ability to handle operational and strategic levels of multiple responsibilities in crisis and pressure, while operating under rigorous deadlines.

MY BRIEF PROFILE: -

- Identifying & analyzing business opportunities, developing innovative solutions to meet customer needs.
- Exploring and monitoring market trends to get new business opportunities and developing new as well as existent market for higher levels of sales and revenues.
- Mapping business dynamics with continuous monitoring competitor moves, product evaluation and changing needs for realigning strategies for business development.
- Building and maintaining healthy business relationships with various brand tractor dealers, top management executives in tractor industries and major corporate, institutional clients in India.
- Recruiting, training and monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual and group targets.
- Monitoring channel sales and marketing activities, implementing effective strategies to maximize sales, accomplish revenue and collection targets.

- Successfully Customized designed and developed variants of attachments, implements which are suitable for various hp range tractors available in the market.
 - Played key role in prototype development of new tractor range which are compatible for attachments like Loader variants, Dozer, Backhoe, Combine, Infielder and other Agri implements.
 - Training subordinates to develop requisite skills, providing trainings on products, selling skills, lead prospecting, closing skills and ensuring optimum performance.
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PROFESSIONAL PARTICULARS: -

❖ TIRUPATI AGRO INDUSTRIES, Morbi, Gujarat

(Manufacturer & Exporter of Trailers, Tankers, Agri Attachment & Implement)

Head – Business & Product Development

May 2019 – till date.

KEY ACCOMPLISHMENTS: -

- Preparation of new Plant layout, SOP system for assembly parts and welding standards, Implementation of manufacturing & quality process required for Domestic and Export Business.
 - Designed, Developed and Promoted tractor attachment especially Loader attachment with global features for various Mahindra Tractor models exporting to Australia, New Zealand and for Escorts Tractor models exporting to Europe.
 - Developed tooling, jigs, welding fixtures for the mass manufacturing.
 - Successfully Tied up with Mahindra for the domestic business.
 - Prepared marketing tools, product brochure/leaflet, operator's manual along with spare parts catalogue for Loader attachment supplied to Mahindra Australia and New Zealand.
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❖ EMPEE EQUIPMENTS PVT. LTD. Chakan, Pune.

(A Group Company of M-Extend, Acigne, France MX brand Tractor Attachments)

Head – Sales, Marketing & Business Dvpt. (India)

Aug. 2014 – April 2019 (4 years 9 months)

Overseeing all business operations and reporting to the Managing Director, MX France. One of the key planners and executor of the company's product & business development in India.

KEY ACCOMPLISHMENTS: -

- Promoted new concept of tractor attachment business vertically from scratch to de-risk the product portfolio and contributed 50% of overall revenues within a short time-frame.
- Developed Dealer Network in Pan India, it was a major activity carried out, created almost 100+ tractor dealers in the business channel.
- Recruited efficient sales and service team in potential states.
- Aggressively launched MX Products and oversaw brand promotion successfully in 17 potential states in the country, launched Pan India ATL & BTL activities.
- Conducted Promotional activities in potential states and booked start-up orders worth Rs. 1.86 Cr. within 2 ½ months.
- Successfully Joint Business Tied up with M&M, JD, CNH to the company's portfolio for the domestic business.
- Participated in Kisan Agro Exhibition, Pune in 2014 to 2017 for the sales promotion.
- Frequently visits to tractor dealers to establish MX brand products.
- Provided customized solutions to the customers according to their requirement and needs.

- Conducted routine meetings for setting up sales objectives and streamlining processes to ensure smooth functioning of sales operations.
 - Identifying and networking with prospective customers, generating business from existing and achieving profitability and increased sales growth.
 - Analyzing marketing trends and tracking competitors' activities, providing valuable inputs for product enhancement and fine-tuning sales & marketing strategies,
 - Systematically planned and recovered outstanding dues at "Zero" level from the tractor dealers.
 - Conducted product training program for Sales, Service, Customer Care Team of M&M, CNH & JD.
 - Recommending design modifications based on customer usage and practices.
 - Promoted Dozer attachment for all tractor models for MX brand building in Indian market.
 - Presence of 1800+ MX products in the most potential 17 states in India during my tenure.
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❖ **ARKAY FABSTEEL SYSTEMS PVT. LTD., Ambethan, Chakan, Pune.**

(Manufacturer of Cabs for Earth Moving Machines, Tractor Attachment & Agri Implement, JV with Spapperi, S&C & Celli, Italy)

Product Manager (Business Development)

Mar. 2011 – July 2013 (2 years 5 month)

Operation Plant Head

Aug. 2013 – July 2014 (1 year)

KEY ACCOMPLISHMENTS: -

Business Development (Product) (Mar. 2011 – July 2013)-

- Appointing dealers in potential locations of J&K, AP, Karnataka, Maharashtra states, based on their reliability, track record and resource availability.
- Analyzing business potential for new products, building the strategy by assessing the market opportunities.
- Conducted Sales promotional activities such as product demonstration, trainings, participation in Agri exhibitions and local Agri Melas.
- Agricon Products Recognition – registered with Agriculture Departments of potential states AP, MP, Maharashtra and Gujarat.
- Promoted and sold 1350+ (worth of Rs. 68 Cr.) Agricon Machines in Andhra Pradesh state under the Agros Subsidy Scheme of Farm Mechanization in Tobacco Farming during my tenure (2.5 years).
- Successfully done comparative field tests of Celli Rotavator with CNH tractor in Maharashtra & Northern India.
- Take essential measures for product cost reduction, quality improvement and cost saving.
- Participated Farm Mechanization Research Activities with Acharya NG Ranga Agri Research Center, Hyderabad.
- Visited M/s. Spapperi, San Secondo, Italy and M/s. Celli, Forli, Italy for further product improvement and modification, which are compatible, suitable for Indian conditions and practices.

Operation Plant Head (Aug. 2013 – July 2014)-

- Made Action Plan and Implemented the Systems for new plant includes ● Plant lay-out, Lay-out Kaizen activity, ● System implemented for Daily Production Planning and Progress Monitoring, ● Set the Organization Chart along with the Responsibility of each employee, ● Monitoring Daily Task and Performance of each employee, ● Monitoring skilled manpower turn-over, ● Reward Policy for shop floor employee for their target achieving, ● Conducted Training Plan and Skill Matrix for the employee, ● Monitoring the Manpower Presence and Setup Backup manpower to

avoid disturbance in pre-planned Production line, ● monthly WIP report Production vs Dispatch monitoring sheet.

- Daily Production Planning for Global Cab manufacturing to achieve the target set by JCB, India.
 - Implemented new MIS Report System (daily, weekly and monthly) for JCB India and UK.
 - Set up purchasing matrix with lead-time for each supplier and for each component.
 - Implemented the System to monitor the Safety Stock Planning for each consumable and for each fabrication cell production.
 - Reduced component stock inventory for production to 30 days from 120 days approximately.
 - Implemented effective system of inward Quality Inspection and reduced parts rejection supplied from vendors and suppliers.
 - Increased the Production 11% and Dispatches 7% against the target set by JCB India.
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❖ **TRANS-MECH SYSTEMS, Baramati, Dist. Pune.**

(Leading manufacturers of tractor attachment and agri implement)

Head – Product & Business Development

July 2007 – Feb. 2011 (3 years 8 months)

KEY ACCOMPLISHMENTS: -

- Directing the business development promotional activities done in J&K, Gujarat, A.P., Maharashtra, Karnataka, M.P. states, for the products.
 - Support to Sales and Marketing team to develop the potential areas, to increase sales volume and to achieve the sales target.
 - Supervising customer service operations for rendering quality services, providing first line customer support by identify queries and resolving their field issues.
 - Manufacturing Process Improvement & modification in routine production.
 - Implementation of Quality systems in manufacturing process and quality improvement in critical areas in the existing product and reduced failures.
 - Implemented pre/post launch sales promotional activities for brand establishment.
 - Successfully negotiated and executed bulk tender order for the supply of 200+ units to Solid Waste Handling Project under Gujarat Govt. in FY 08-09 and 09-10.
 - Successfully designed, developed and promoted new customized products suitable for the tractor available in the market: -
 1. *Backhoe attachment* for different tractor models 55-60 hp range.
 2. *Cotton Loader attachment*, this was designed and promoted with tractor first time in India.
 3. *Integrated Sugar Cane Infielder* suitable with articulated steering, this product was designed and introduced first time in India.
 4. Rotavator implement suitable for 40-55 hp range tractor models.
 5. More than 32 new concept variants are successfully working in the field.
 - Designed and developed tooling, jigs, welding fixtures, testing rig, for mass manufacturing and early execution of the finished product.
 - Played key role in the process of business tie up with Escorts Ltd., Faridabad for the sales of Dozer attachment with their tractors in Maharashtra & Gujarat in FY 09-10.
 - Company average growth 190% during my tenure.
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❖ **MAHINDRA & MAHINDRA LTD., FES, Kandivali, Mumbai.**

Applitrac Farm Mech. Div. (Sales, Marketing, Business & New Product Development)

Deputy Manager

Aug. 1997 – June 2007 (9 years 11 months)

KEY ACCOMPLISHMENTS: -

(A) CE Project: -

- Engineering support to design, development and improvement of Tractor as well as for related CE attachments and implements.
- Prototype development, testing & validation through Data Acquisition and Field-testing.
- Successfully developed tooling & jigs at vendor for mass production and prepared SOP systems for attachments and parts inventory at MGTL, Baroda assembly plant.
- Supervision on Inspection, functional testing, installation and commissioning of the product at assembly plant at MGTL, Baroda.
- Attend to critical problems of product as and when required.
- Provide need-based & periodic over 350+ training programs to Dealer Mechanics & Area Office personnel on preventive maintenance, breakdown maintenance and root-cause analysis.
- Prepare Product Broachers, Service Manual, Operator's Manual, Spares Parts Catalogue and Training Literature on Sales and Service to the Dealers & Area Offices.
- Ensure Spare Parts availability of attachment at dealership, M&M stockyards and monitoring spare part's sale in each region as per targets.
- Arranged Service Camps & Customer meets to understand customer requirements in terms of service and maintain customer satisfaction.
- Conducted more than 500+ Product Demos, Sales Talks, Service Training programs, for Tractor, Attachments & Implements to the Dealers, Area Offices in India and motivate AO sales team to achieve their sales target.
- Arranged and conducted "Design for Service" (DFS) at prototype development stage-1 so as to maintain serviceability of tractor and attachment.
- Responsible for Sales, Service and Promotional activity to develop the market of tractor and its suitable attachment in Nepal and Srilanka.
- Promotional activities done in Rajasthan, J&K, UP to increase M&M tractors sale volume along with the attachments.
- Launched Loader, Dozer and Backhoe attachments for 55-60hp M&M Arjun series tractor models and integrated Loader (Taskmaster) for Hindustan 50hp tractor model of MGTL, Baroda.
- Played a key-supporting role in designing a Backhoe attachment for 55-60 hp M&M tractors and successfully developed Gen-1 prototype.
- Technical support to develop Combine Harvester suitable for Arjun 605 tractor model.

(B) China Project: -

- Assigned for a project in Mahindra-China Tractor Company, Nanchang, China for improvement and modification in Rotavator implement suitable for the tractor specification for Chinese as well as Indian soil conditions and practices.
- Total interfacing with customer, dealer and area offices during the Mahindra-Chinese tractor seeding batch in India (West Bengal, Orissa, AP) for Tractor and Rotavator related issues.
- Successfully Indigenised of Rotavator for Mahindra-Chinese tractor as per target cost.

- Quality improvement done in Chinese Rotavator by resolving ORC's and launched China Rotavator suitable for 20hp Yuvraj tractor in India.

AWARDS AND RECOGNITION: -

- Rewarded for executing new "Innovative Ideas" to promote sales in 2005-06 and promoted me one level above grade.
 - Recognized and awarded as the "Excellent Performer" for 6 consecutive years in FY 01 to FY 06.
 - Only Employee recognized to achieve award for "Excellence" in the team in FY 2003-04.
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❖ KAMDHENU ENGINEERING CO., Ambad, Nashik.

(Leading manufacturer of tractor attachment and Industrial Dealer for GTCL, Baroda)

Managing Business Partner

July 1990 – July 1997 (7 years 1 month)

KEY RESPONSIBILITIES: -

- Responsible for sales and marketing of Loader, Dozer, Backhoe attachments for various tractors available in India through the tractor dealers, tractor manufacturers and direct customers.
 - Aggressively launched new products in Maharashtra, Gujarat and promoted brand to ensure smooth transition and improve market volume under difficult market conditions.
 - Created a new strategic sales and marketing for the products through the selected potential tractor dealers.
 - Building and maintaining healthy business relations with tractor dealers and corporate clients, ensuring high customer satisfaction metrics by achieving and service quality norms.
 - Conducted training programs to awareness of attachments, their usage and applications for the tractor dealers and expected customers.
 - Successfully promoted integrated Loader with Hindustan tractor in the market.
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❖ ESSEY ENGINEERING CO., Satpur, Nashik.

(Leading manufacturer of tractor attachment and agri implement)

Operation Head (started as a Management Trainee)

Mar. 1985 – June 1990 (5 years 4 months)

KEY ACCOMPLISHMENTS: -

- Front Office operations - invoicing, banking, quotations, accounts writing etc.
- Plant supervision, purchasing for production, maintain spares inventory etc.
- Engineering training includes all types of machine operation, product design, testing, making assembly and process drawings in tracing format.
- Engineering of new attachments, features, design modifications and improvements as per customer requirement.
- Involvement in cost estimation and cost re-engineering of the products.
- Sourcing & developing new vendors and suppliers.
- Techno-commercial discussions/negotiations with vendors for components & other purchases.
- Coordination with sales and service team for brand establishment in the market.
- Sales promotional activities done with the team of Kirloskar Tractor, Nashik and Trima Loader, Germany for awareness of tractor attachments in various potential states in India.

- Successfully developed welding fixtures of various tractor models skids available in India for manufacturing and rigs for testing tractor attachments.
 - Sales promotional activities and awareness program done for the tractor attachments at various locations in the states like Maharashtra, Karnataka, Gujarat, UP.
 - Successfully designed, developed and promoted (1985 – 97) -
 - *Integrated Front-End Loader* suitable for Kirloskar-75HP, Hindustan 50 & 80HP tractors.
 - *Front Dozer (double cylinder type)* suitable for all the tractor models available in the market, introduced first time in Indian market in 1989.
 - *Tractor and Trolley Mounted Compressor Kit* suitable for tractors available in the market.
 - *Integrated Rear End Loader* suitable for Hindustan 50 hp tractor.
 - *Integrated Loader-Backhoe* attachment for 80 hp tractor model. This was introduced First Time in the country in 1990.
 - Two Prototypes of *Sugar Cane Loader with Grappler (16ft dump height)* suitable for Mahindra 50 hp tractor model. This concept was introduced First Time in India in 1996.
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EDUCATIONAL QUALIFICATION: -

Graduate in Economics: Pune University.
 Diploma in Mech. Draughtsman: ITES, Mumbai.
 PGDM (Sales & Marketing) Correspondence: IIMM, Pune.

EXTRA CURRICULUM ACTIVITIES: -

Completed ISO 9000 Audit Certification Course.
 Completed Basic AutoCAD software used for 2D mechanical drawings.
 Certified 3D Modeling Course in Engineering.

COMPUTOR LITRACY: - MS Office.

HOBBIES & EXTRA CURRICULAR ACTIVITIES: -

Fond of Travelling, Reading, Searching Innovative Ideas.
 Practice Yogic exercises on daily basis.
 Listening to Classical and Old music.

PERSONAL PARTICULARS: -

Date of Birth : 01-09-1967
 Passport No. : M2733511

Milind K Rege